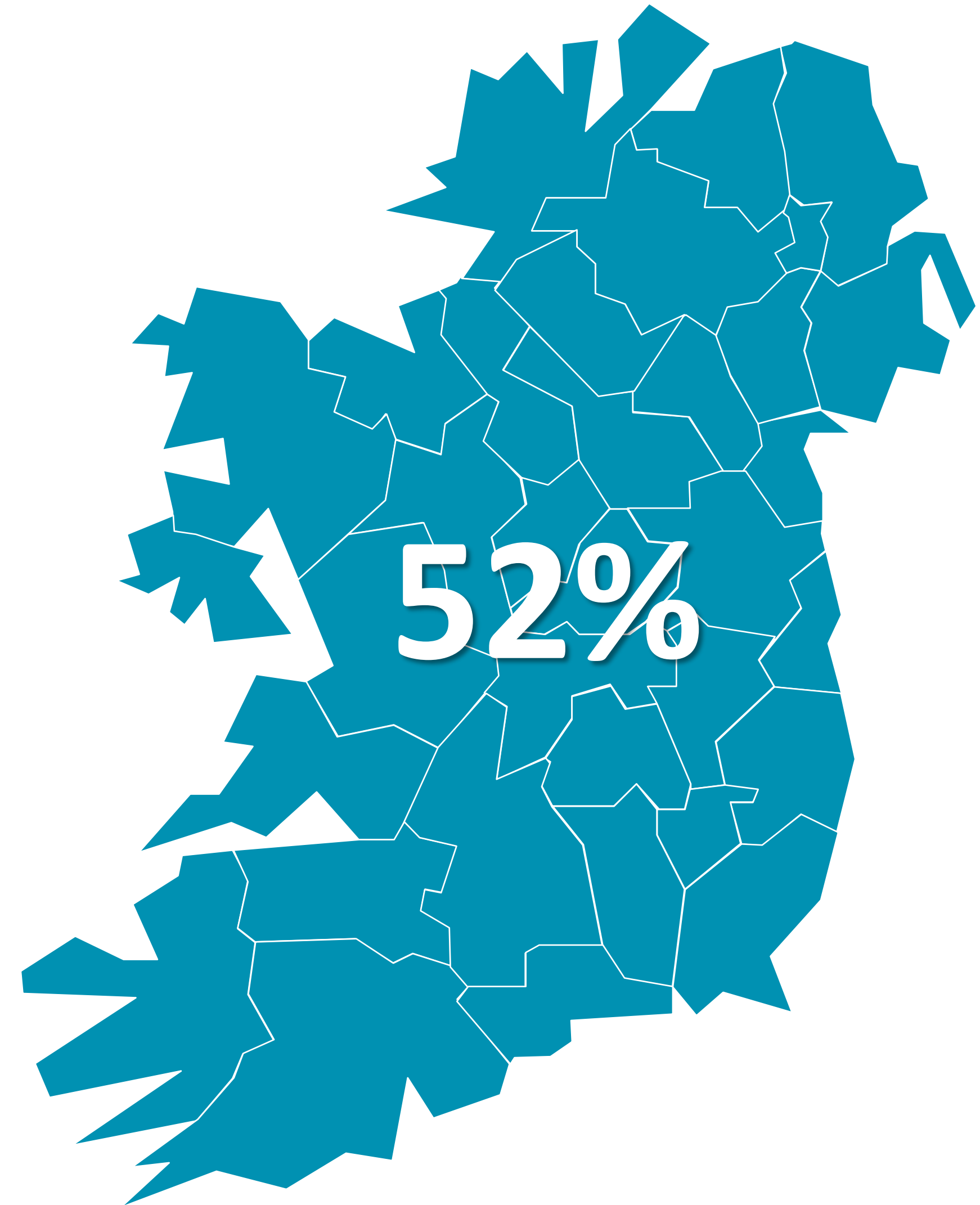




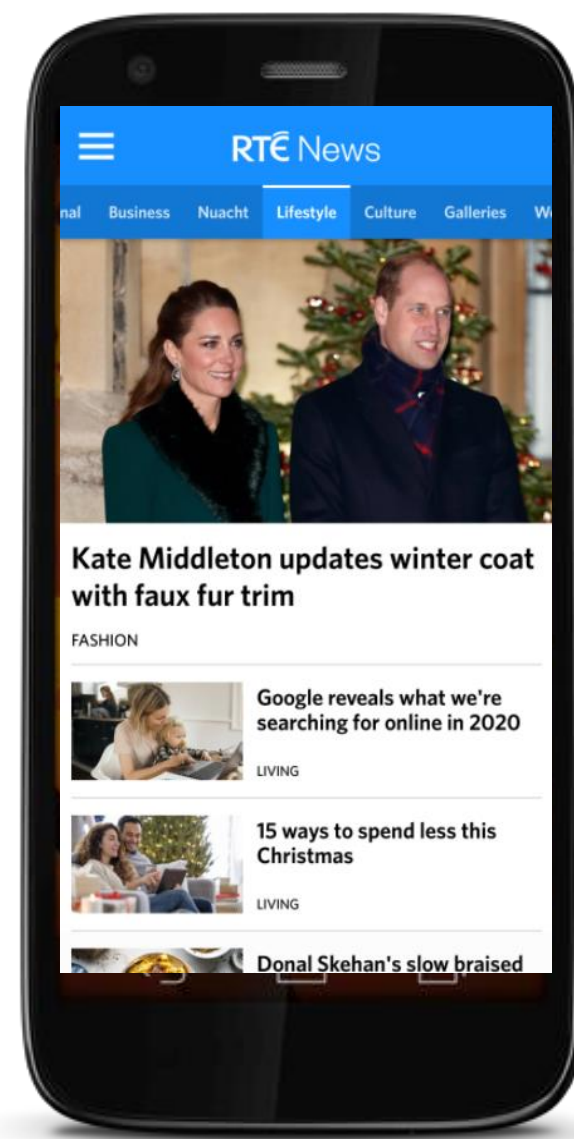
# DIGITAL SERVICE USAGE

52% of Irish adults use a digital service from RTÉ every week (2021)



# RTÉ News

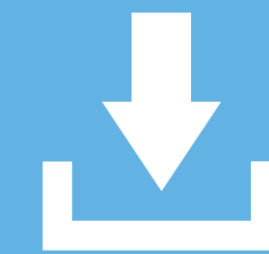
RTÉ News is the Number 1 news and entertainment app in Ireland



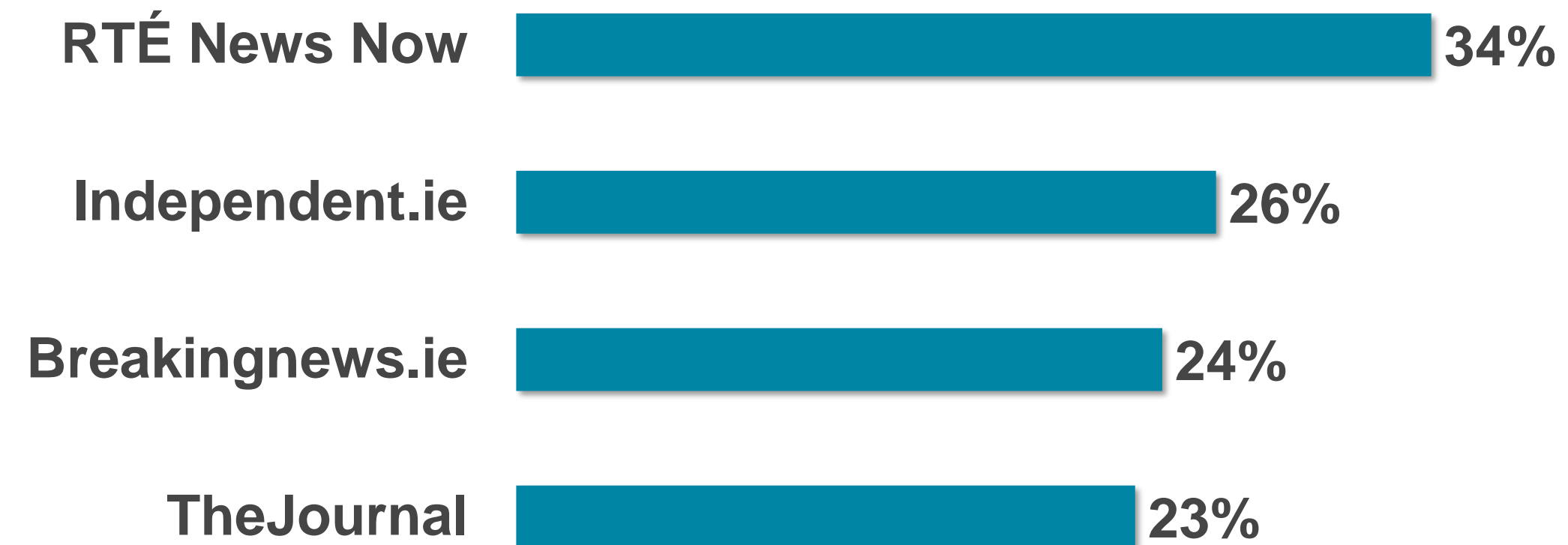
N<sup>o</sup>. 1  
News  
App



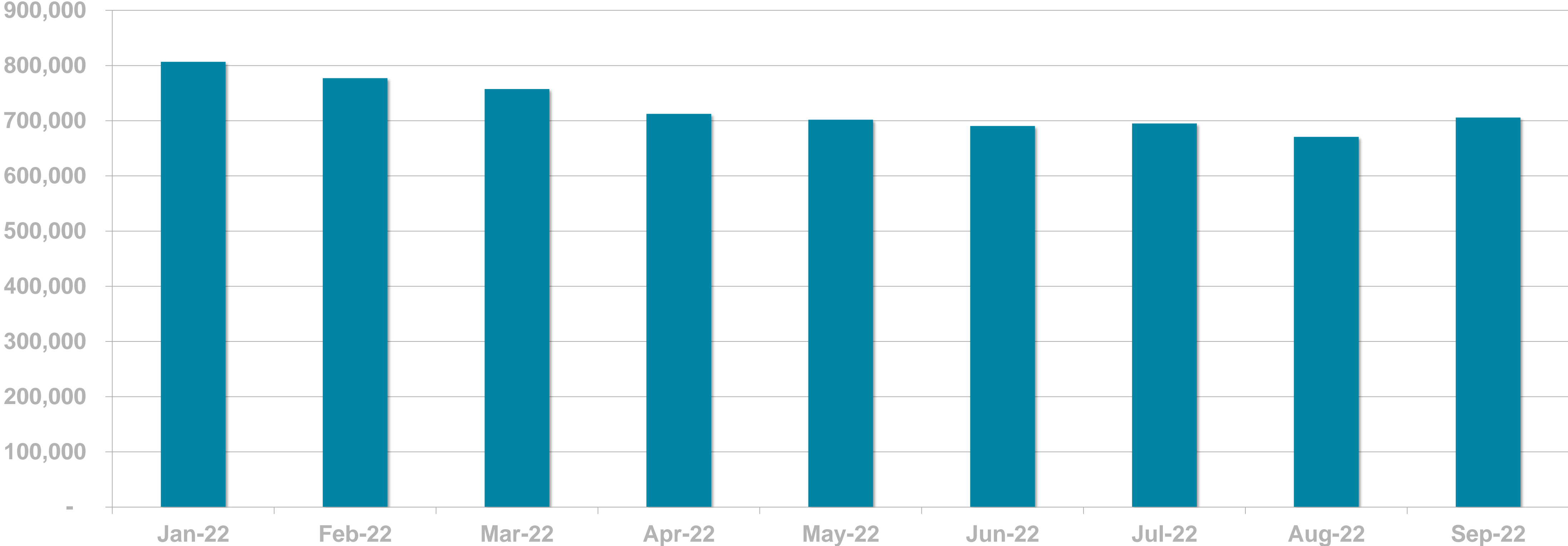
3m  
App  
Downloads



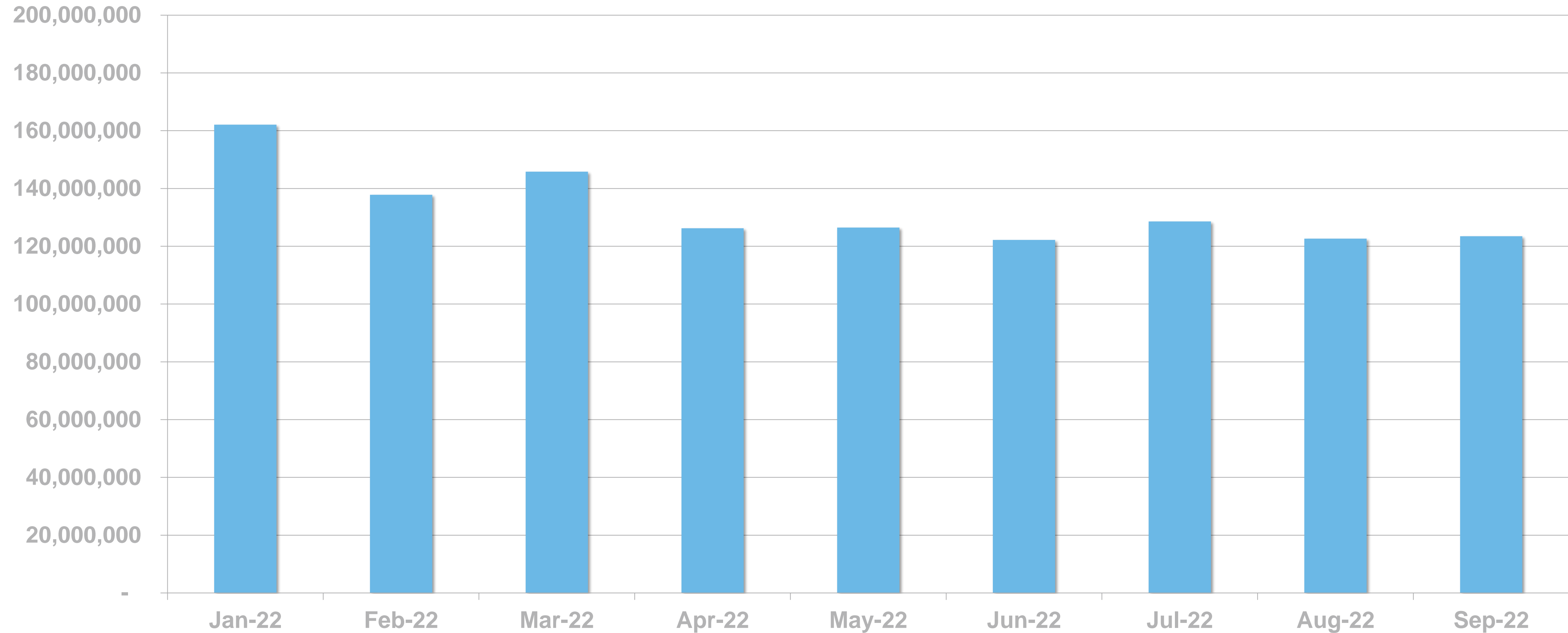
## News Apps Ever Use – November 2021 (Adults 18+)



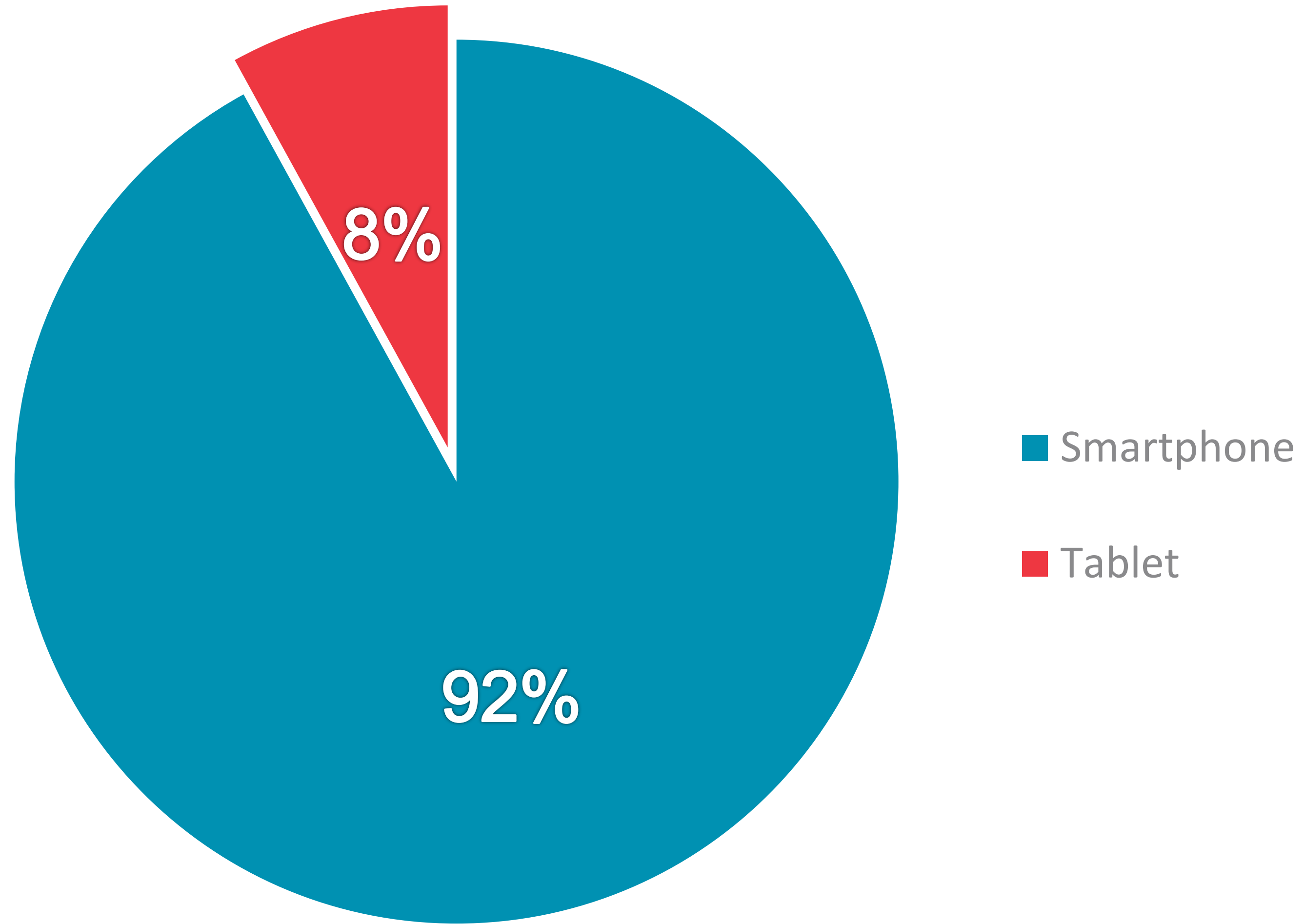
# RTÉ News App UNIQUE BROWSERS PER MONTH



# RTÉ News App PAGE VIEWS PER MONTH

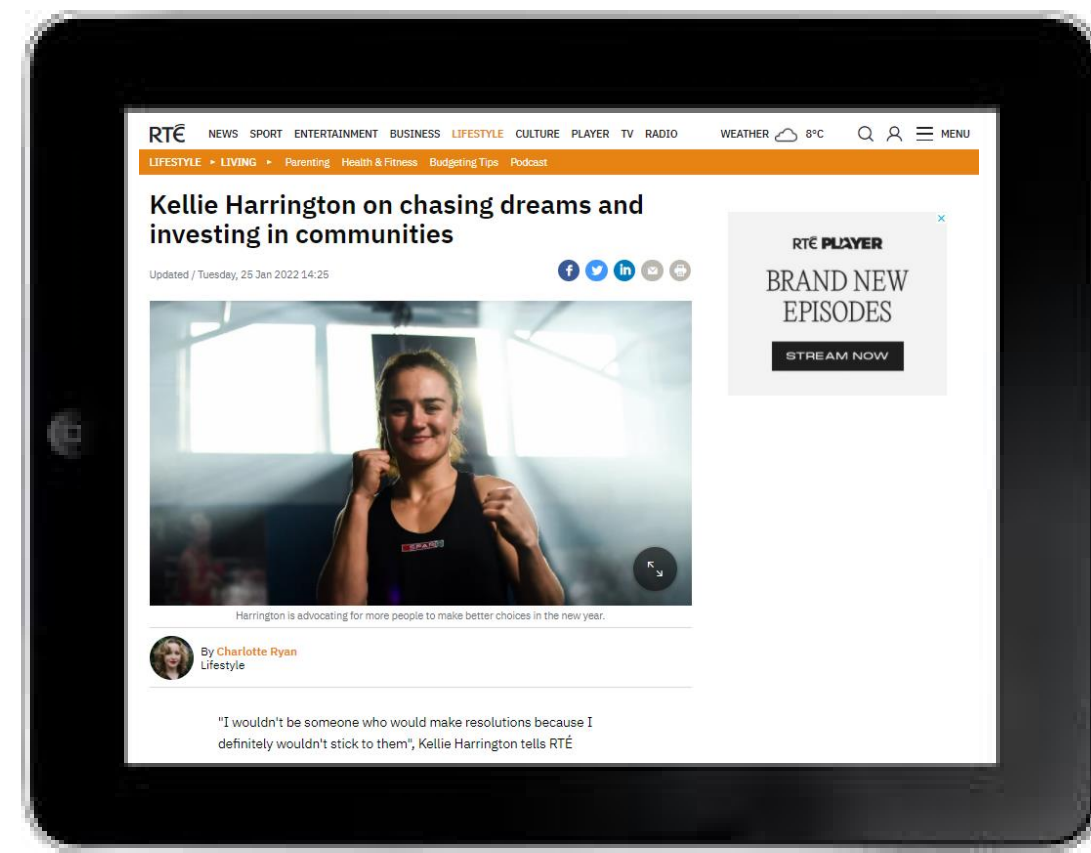


# PAGE VIEWS PER DEVICE






# RTÉ.ie



**Ireland's No. 1  
Multi-Media  
Website**



**8 mins  
Average visit**

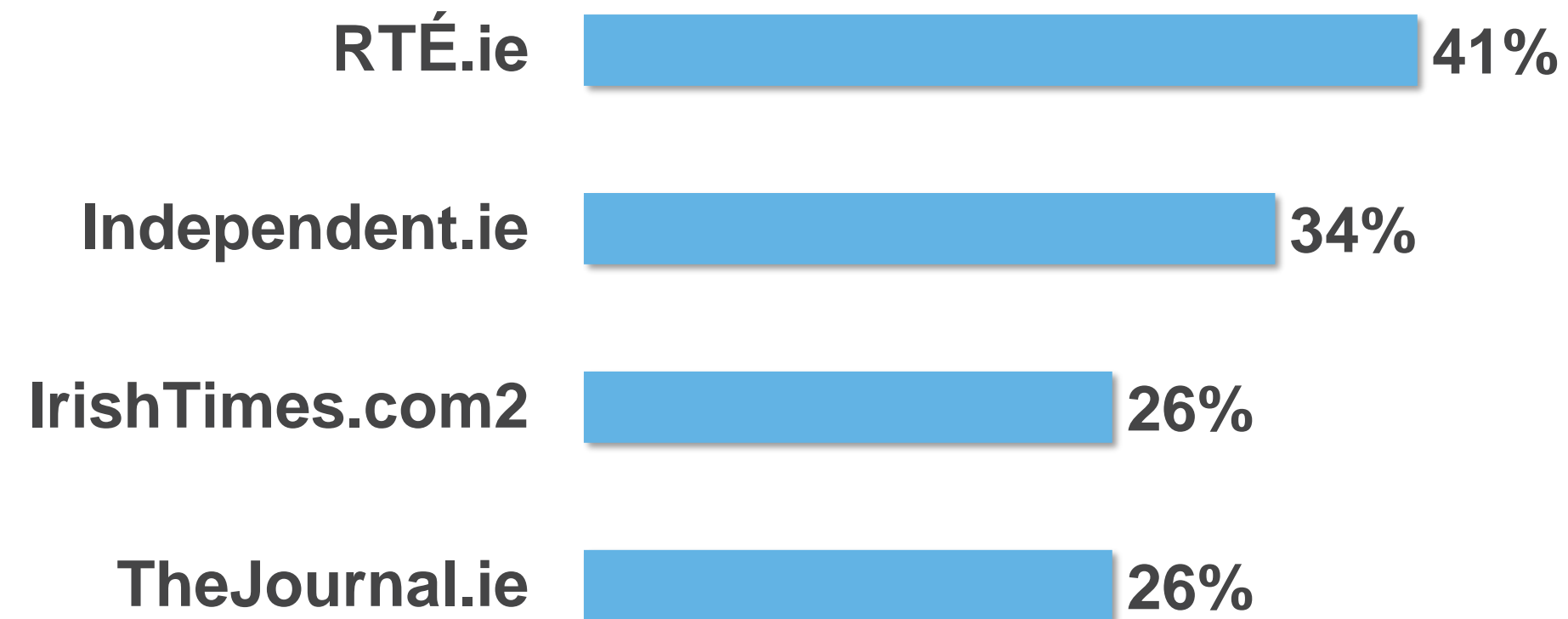


**10 million  
Monthly Unique  
Browsers\***



RTÉ.ie is the Number 1 multi-media website in Ireland, used by 41% of Irish adults

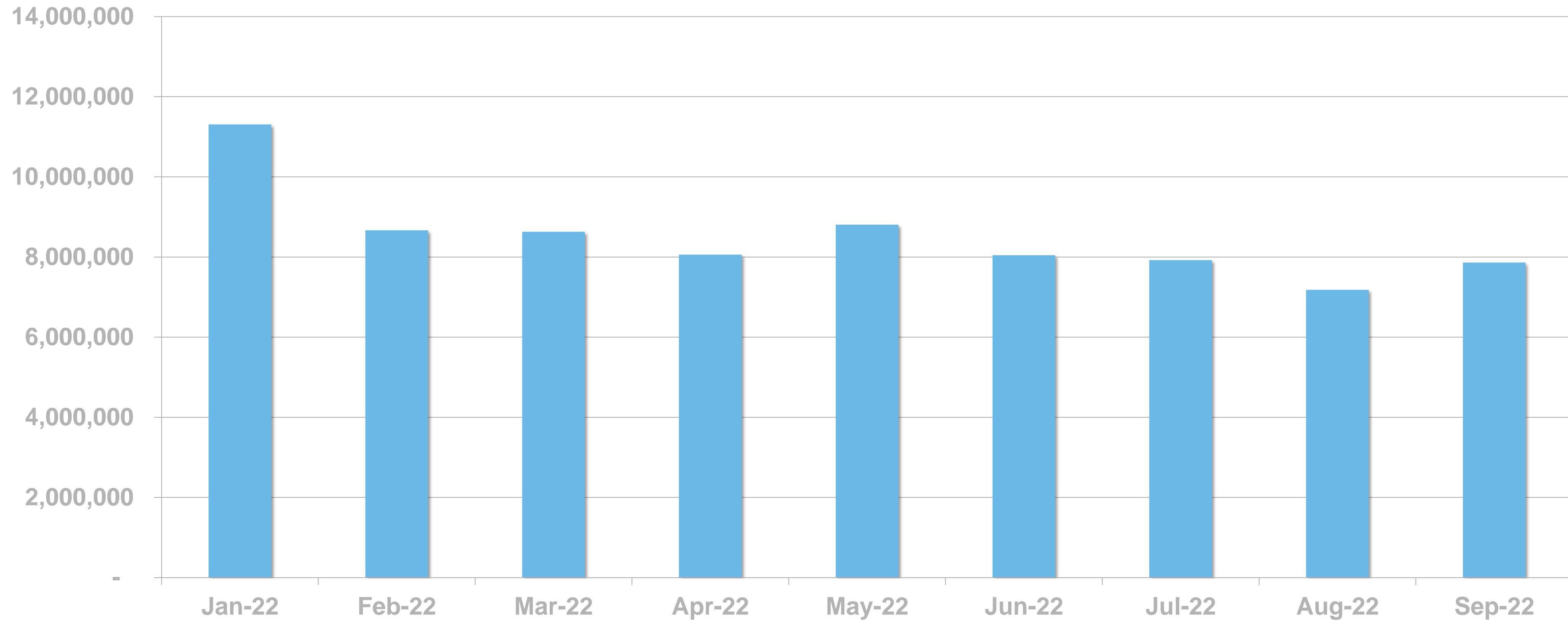
### News & Entertainment Websites Ever Use November 2021 (Adults 18+)



**RTÉ** Media Sales

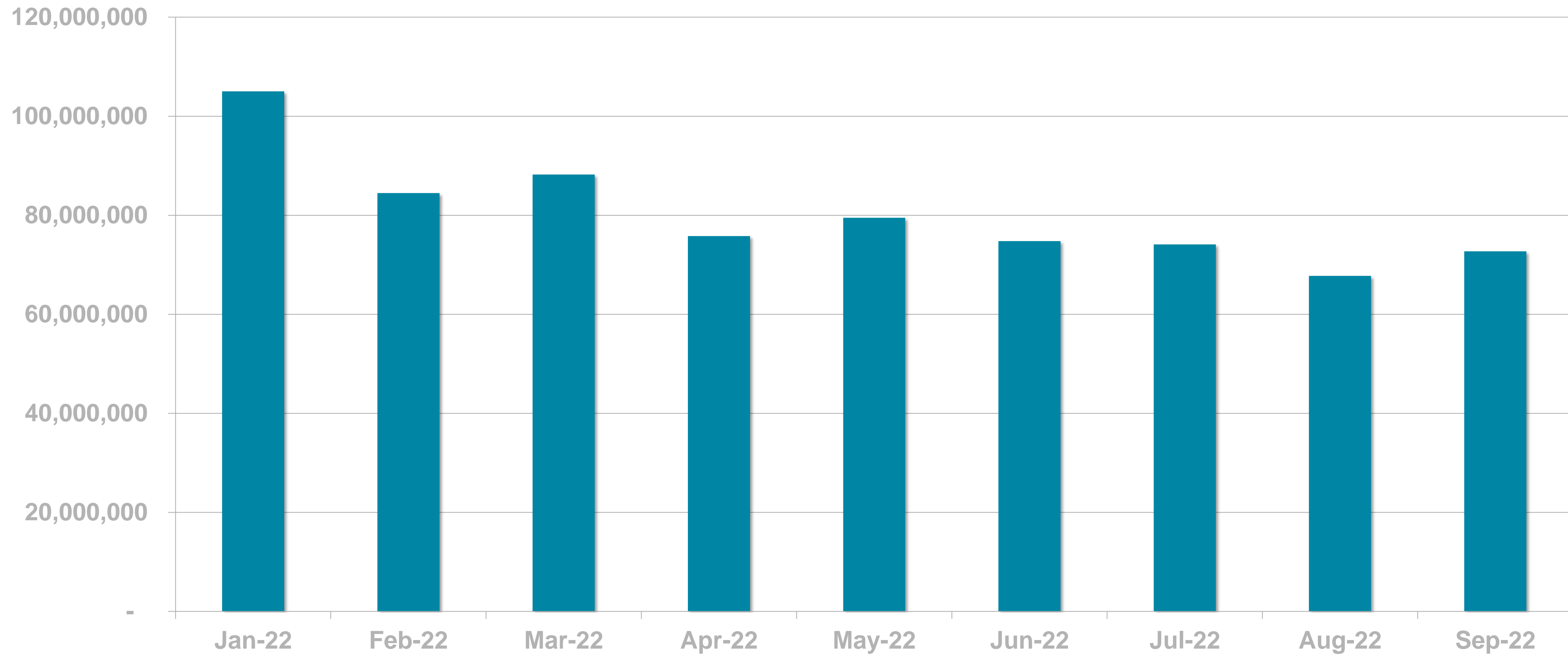
Source: B&A Survey, Nov 2021 (Adults 18+ in Ireland)  
\*Worldwide, Device-based metric

# RTÉ.ie UNIQUE BROWSERS PER MONTH

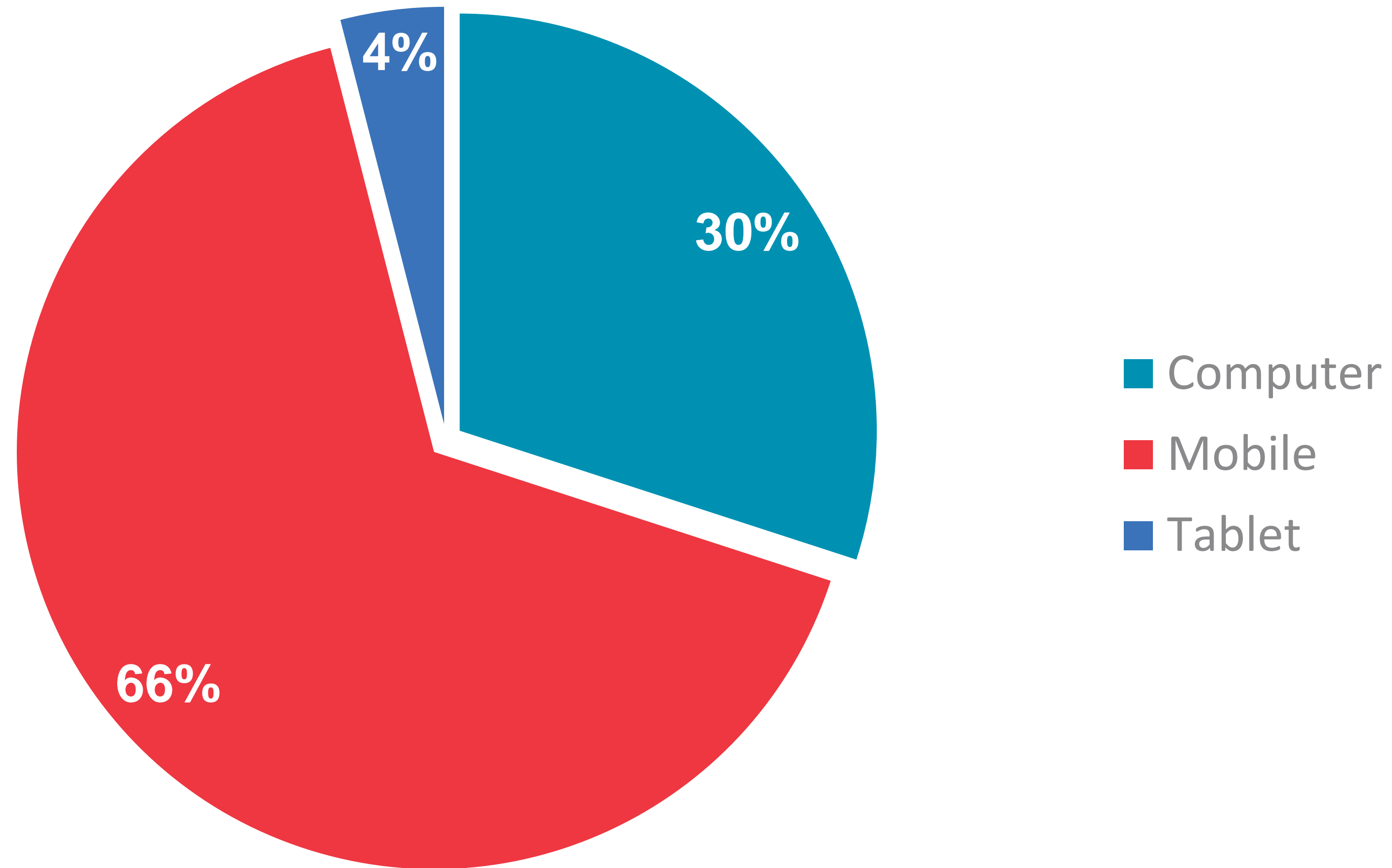




# RTÉ.ie PAGE VIEWS PER MONTH

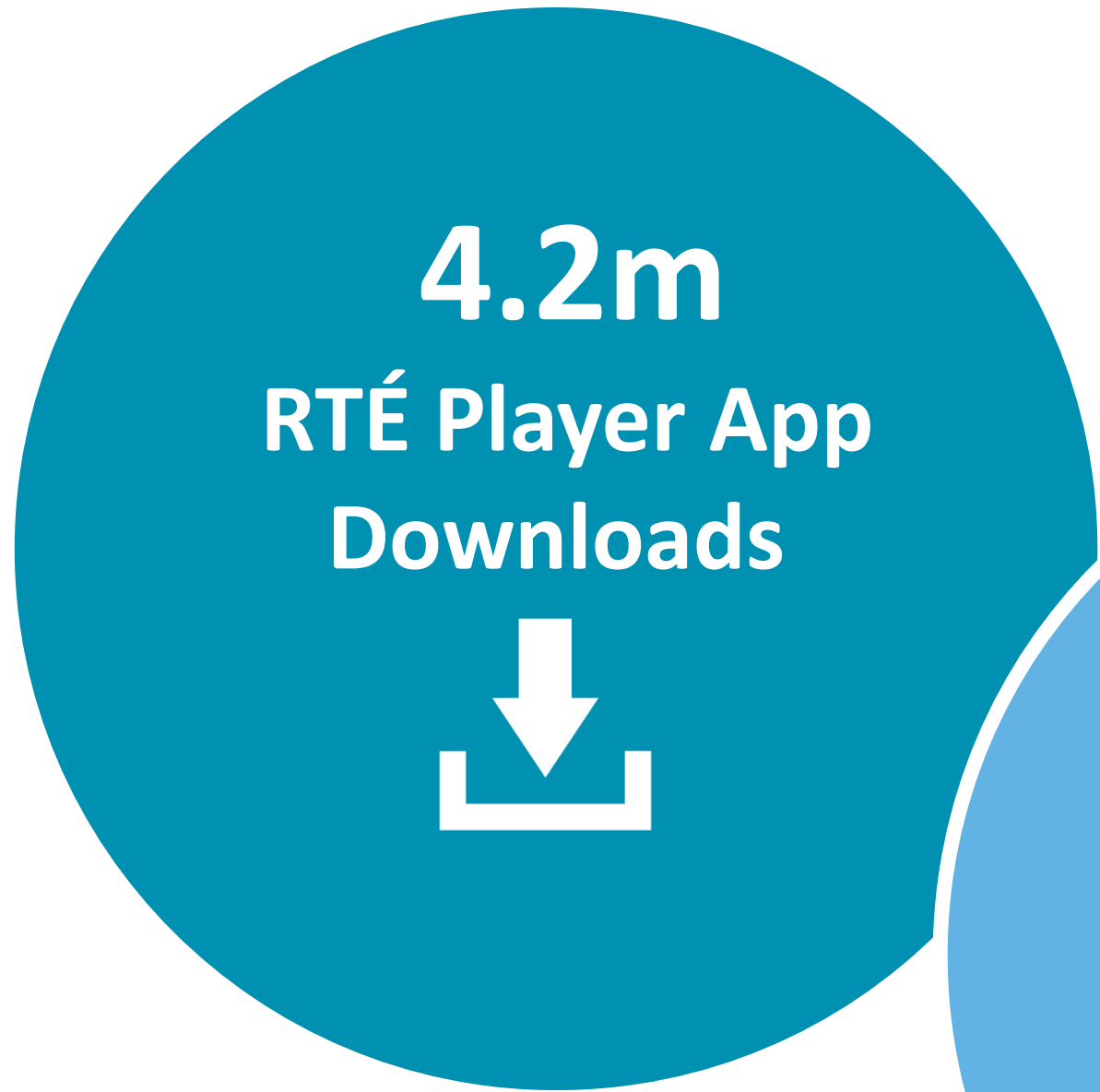


# RTÉ.ie PAGE VIEWS PER DEVICE

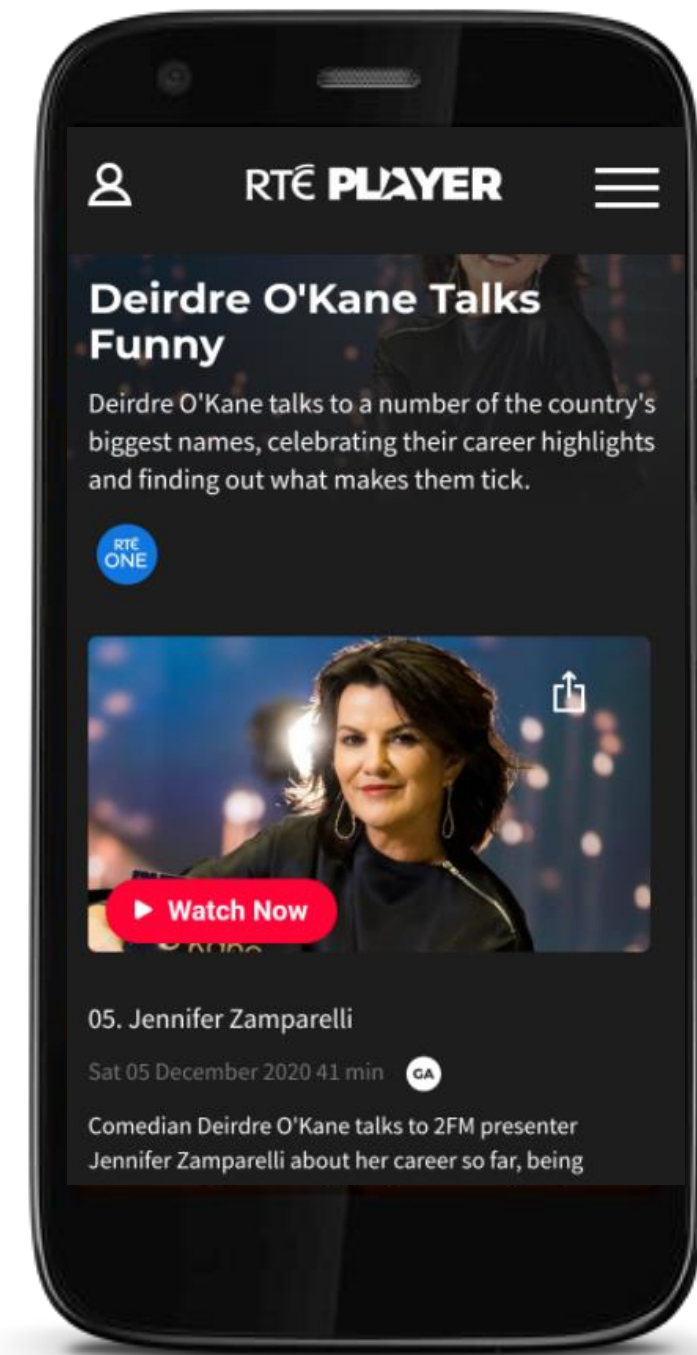
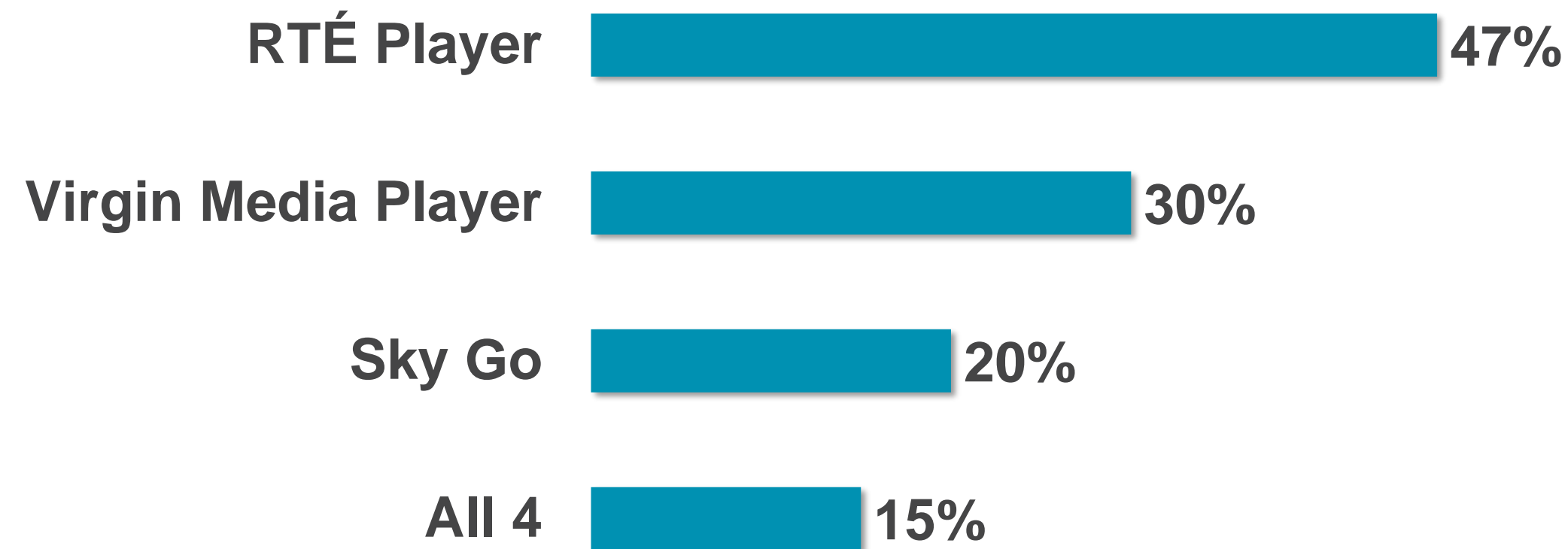




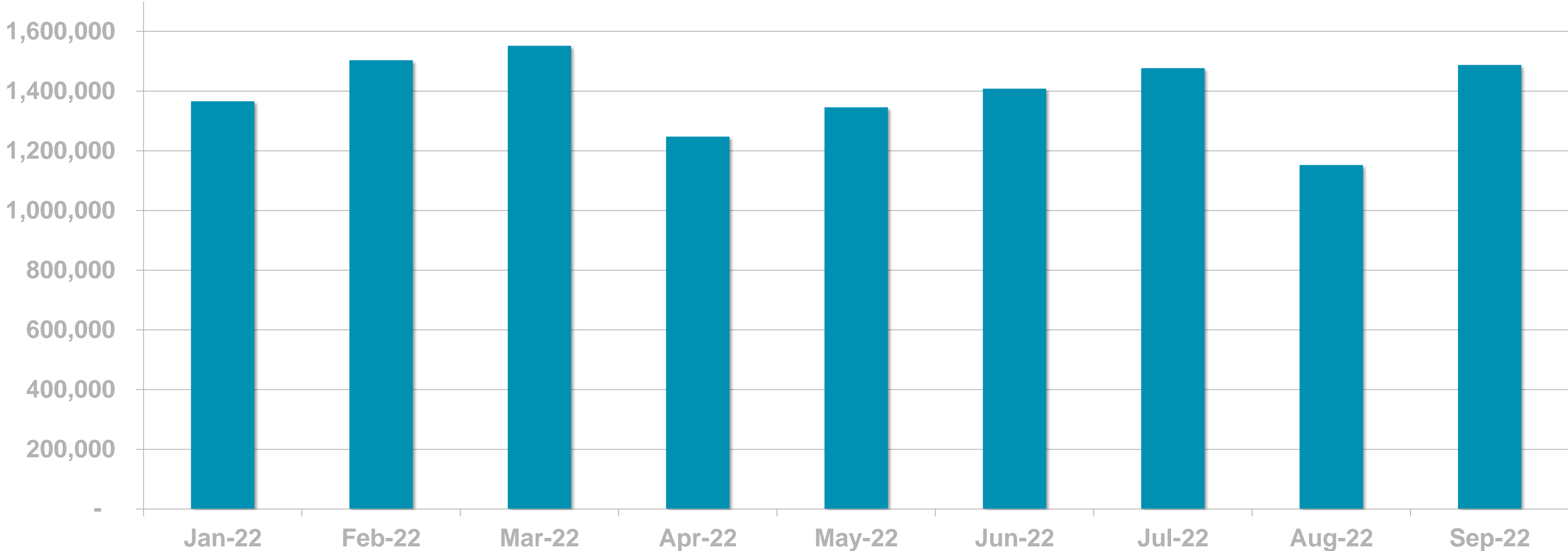
RTÉ Player is the Number 1 broadcaster video on demand service used by 47% of adults in Ireland



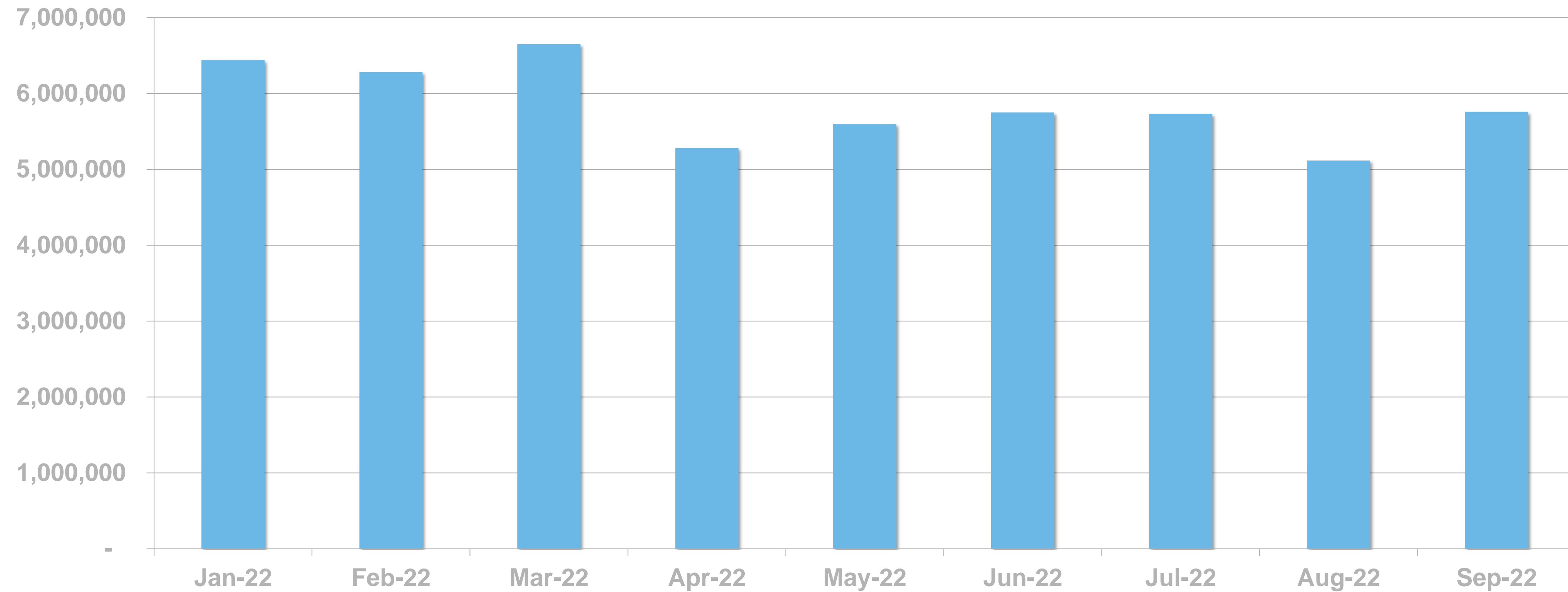
BVOD Services Ever Use  
November 2021 (Adults 18+)



# RTÉ PLAYER UNIQUE BROWSERS PER MONTH



# RTÉ PLAYER STREAMS PER MONTH



# Top Programmes

	Programme
1	Home and Away
2	EastEnders
3	Fair City
4	Special Forces: Ultimate Hell Week
5	RTÉ News: Nine O'Clock
6	The Secrets She Keeps
7	RTÉ News: Six One
8	The Late Late Show
9	North Sea Connection
10	UEFA U21 Play Off
11	Cheap Irish Homes
12	Shortland Street
13	UEFA Nations League
14	Love/ Hate
15	Frasier



# RTE Media Sales



[mediasales@rte.ie](mailto:mediasales@rte.ie)



[www.rte.ie/mediasales](http://www.rte.ie/mediasales)